



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

Innovative Advertising LLC  
403 North Columbia St.  
Covington, LA 70433-2919

**Contract # 861398**

**Schedule Dates** 10/12/12-10/26/12  
**Advertiser** NC Supreme Court (40253)  
**Agency/T-Code** Innovative Advertising LLC (4802)/104599522  
**Product** Political - State Supreme Court (1185)  
**Brand** 1000 NON BALLOT (179812)  
**Salesperson** House- WCNC, (1245)  
**Sales Office** WCNC-Charlotte  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 1000  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 10/11/12  
**Last Modified** 10/17/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,270.00  
**Net Total** \$52,530.00  
**Sales Tax**

Charlotte (WCNC) (WCNC)		
By Broadcast Month	Spots	Rate
Oct. 2012	96	\$61,800.00
<b>Grand Total:</b>	<b>96</b>	<b>\$61,800.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	4:58A- 5:58A (ET)						1			1	\$300.00	\$300.00	Charlotte (WCNC) (WCNC)		10/11/12
2.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	4:58A- 5:58A (ET)		1	1	1	1	1			5	\$300.00	\$1,500.00	Charlotte (WCNC) (WCNC)		10/11/12
3.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	4:58A- 5:58A (ET)	1	X	X	X	X	X			1	\$300.00	\$300.00	Charlotte (WCNC) (WCNC)		10/11/12
4.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	5:58A- 6:58A (ET)						1			1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)		10/11/12
5.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	5:58A- 6:58A (ET)		1	1	1	1	1			5	\$700.00	\$3,500.00	Charlotte (WCNC) (WCNC)		10/11/12
6.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	5:58A- 6:58A (ET)	1	X	X	X	X	X			1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)		10/11/12
7.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	6:58A- 9A (ET)						1			1	\$750.00	\$750.00	Charlotte (WCNC) (WCNC)		10/11/12
8.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	6:58A- 9A (ET)	9	X	X	X	X	X			9	\$750.00	\$6,750.00	Charlotte (WCNC) (WCNC)		10/11/12
9.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	6:58A- 9A (ET)	1	X	X	X	X	X			1	\$750.00	\$750.00	Charlotte (WCNC) (WCNC)		10/11/12
10.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	11:59A- 12:30P (ET)						1			1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)		10/11/12
11.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	11:59A- 12:30P (ET)		1	1	1	1	1			5	\$250.00	\$1,250.00	Charlotte (WCNC) (WCNC)		10/11/12
12.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	11:59A- 12:30P (ET)	1	X	X	X	X	X			1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)		10/11/12
13.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	3P- 4P (ET)						1			1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)		10/11/12
14.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	3P- 4P (ET)		1	1	1	1	1			5	\$200.00	\$1,000.00	Charlotte (WCNC) (WCNC)		10/11/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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15.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	3P- 4P (ET)	1	X	X	X	X	X			1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)		10/11/12
16.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	4P- 4:59P (ET)						1			1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)		10/11/12
17.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	4P- 4:59P (ET)		1	1	1	1	1			5	\$400.00	\$2,000.00	Charlotte (WCNC) (WCNC)		10/11/12
18.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	4P- 4:59P (ET)	1	X	X	X	X	X			1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)		10/11/12
19.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	4:59P- 5:29P (ET)						1			1	\$450.00	\$450.00	Charlotte (WCNC) (WCNC)		10/11/12
20.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	4:59P- 5:29P (ET)		1	1	1	1	1			5	\$450.00	\$2,250.00	Charlotte (WCNC) (WCNC)		10/11/12
21.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	4:59P- 5:29P (ET)	1	X	X	X	X	X			1	\$450.00	\$450.00	Charlotte (WCNC) (WCNC)		10/11/12
22.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	5:29P- 5:59P (ET)						1			1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)		10/11/12
23.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	5:29P- 5:59P (ET)		1	1	1	1	1			5	\$550.00	\$2,750.00	Charlotte (WCNC) (WCNC)		10/11/12
24.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	5:29P- 5:59P (ET)	1	X	X	X	X	X			1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)		10/11/12
25.0	Normal Line / SPOT	10/12/12-10/12/12	3	:30	5:59P- 6:30P (ET)						1			1	\$950.00	\$950.00	Charlotte (WCNC) (WCNC)		10/11/12
26.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	5:59P- 6:30P (ET)		1	1	1	1	1			5	\$950.00	\$4,750.00	Charlotte (WCNC) (WCNC)		10/11/12
27.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	5:59P- 6:30P (ET)	1	X	X	X	X	X			1	\$950.00	\$950.00	Charlotte (WCNC) (WCNC)		10/11/12
28.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	7:30P- 7:58P (ET)						1			1	\$1,550.00	\$1,550.00	Charlotte (WCNC) (WCNC)		10/11/12

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29.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	7:30P- 7:58P (ET)		1	1	1	1	1			4	\$1,550.00	\$6,200.00	Charlotte (WCNC) (WCNC)		10/11/12
29.0.1	Closed Preempt	10/16/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - DEBATES	
30.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	7:30P- 7:58P (ET)	1	X	X	X	X	X			1	\$1,550.00	\$1,550.00	Charlotte (WCNC) (WCNC)		10/11/12
31.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	6:59P- 7:30P (ET)						1			1	\$1,400.00	\$1,400.00	Charlotte (WCNC) (WCNC)		10/11/12
32.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	6:59P- 7:30P (ET)		1	1	1	1	1			4	\$1,400.00	\$5,600.00	Charlotte (WCNC) (WCNC)		10/11/12
32.0.1	Closed Preempt	10/16/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - DEBATES	
33.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	6:59P- 7:30P (ET)	1	X	X	X	X	X			1	\$1,400.00	\$1,400.00	Charlotte (WCNC) (WCNC)		10/11/12
34.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	6:59P- 7:30P (ET)							1			\$500.00	\$500.00	Charlotte (WCNC) (WCNC)		10/11/12
34.0.1	Closed Preempt	10/13/12															Charlotte (WCNC) (WCNC)	R-Live News Coverage/Spot - live event-network	
35.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	6:59P- 7:30P (ET)							1		1	\$500.00	\$500.00	Charlotte (WCNC) (WCNC)		10/11/12
36.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	11P- 11:29P (ET)							1		1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)		10/11/12
37.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	11P- 11:29P (ET)							1		1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)		10/11/12

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38.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	8A- 9A (ET)								1	1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)		10/11/12
39.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	8A- 9A (ET)								1	1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)		10/11/12
40.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	11A- 11:59A (ET)						1			1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)		10/11/12
41.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	11A- 11:59A (ET)		1	1	1	1	1			5	\$200.00	\$1,000.00	Charlotte (WCNC) (WCNC)		10/11/12
42.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	11A- 11:59A (ET)	1	X	X	X	X	X			1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)		10/11/12
43.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	9A- 9:58A (ET)								1	1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)		10/11/12
44.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	9A- 9:58A (ET)								1	1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)		10/11/12
45.0	M/G For 29.0.1 / SPOT	10/17/12-10/17/12	4	:30	9P- Law and Order SVU				1					1	\$1,550.00	\$1,550.00	Charlotte (WCNC) (WCNC)		10/15/12
46.0	M/G For 32.0.1 / SPOT	10/17/12-10/17/12	4	:30	7:58P- 9P (ET)				1					1	\$1,400.00	\$1,400.00	Charlotte (WCNC) (WCNC)	NBC PRIME	10/15/12
47.0	M/G For 34.0.1 / SPOT	10/20/12-10/20/12	4	:30	6:59P- 7:30P (ET)							1		1	\$500.00	\$500.00	Charlotte (WCNC) (WCNC)		10/17/12

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